



ULSTER COUNTY DEVELOPMENT CORPORATION

BOARD OF DIRECTORS

MINUTES

January 21, 2014

A meeting of the Board of Directors of the Ulster County Development Corporation was held at 4:00 p.m., Tuesday, January 21, 2014, Karen Binder Library, 6th Floor, Ulster County Office Building, 244 Fair Street, Kingston, NY.

The following members were present:

Kenneth Crannell	
Burton Gulnick, Jr.	Treasurer
Robert Sudlow	
Ward Todd	Secretary

The following member(s) were absent:

Anthony Campagiorni	Chair
Peter Loughran	
James Maloney	Vice Chair

Additional Attendees:

Linda Clark	Office of Business Services
Suzanne Holt	Office of Business Services
Clinton Johnson	Office of the Ulster County Attorney
Christopher Rioux	Ulster County Finance

The meeting of the Board of Directors was called to order at 4:05 p.m.

APPOINTMENT OF TEMPORARY CHAIR

Motion: Robert Sudlow, seconded by Ward Todd, moved to appoint Kenneth Crannell temporary Chair in the absence of Anthony Campagiorni.

Vote: The motion was adopted.

MINUTES

Motion: Ward Todd, seconded by Robert Sudlow, moved to approve the Minutes of the December 3, 2014 Meeting. A copy of said Minutes is on file.

Vote: The motion was adopted.

FINANCIALS

Mr. Christopher Rioux presented the financials for the period ending November 30, 2013. A copy of said financials is on file.

Additionally, Mr. Rioux brought the following items to the attention of the Board of Directors.

- \$500 outstanding admin fee from UCIDA for 2012
- \$109.00 each from the UCIDA and the UCCRC for a post office box rental in 2012 for 2013 – paid for by UCDC
- \$425.05 for 2013 UCIDA PARIS certified mailing – paid for by UCDC
- Outstanding receivables that may wish to be “written-off”
 - \$1,000 receivable from Markertek – Gold Sponsorship – 2011 Annual Dinner
 - \$1,000 Website advertising – Rondout Savings Bank from March, 2012
 - \$115.00 from Lance Matteson for dental insurance.
- Both Melinda Beuf and Linda Clark had 2013 wages from UCDC. Ulster Savings was formerly processing the payroll for UCDC. Mr. Rioux will ask Ulster Savings to process the W-2s. There will be a nominal fee for that.

With reference to the \$125,000 due UCDC from the county for 2012, Mr. Gulnick explained that the Legislature is processing the paperwork at this time and it is in the “hopper”. We have it in the books as revenue.

Motion: Burton Gulnick, seconded by Robert Sudlow, moved to approve the financials for the period ending November 30, 2013 and the recommendations of Christopher Rioux to write off the \$1,000.00 receivable from Markertek, the \$1,000.00 receivable from Rondout Savings and the \$115.00 receivable from Lance Matteson.

Vote: The motion was adopted.

ADOPTION OF BYLAWS

Mr. Clinton Johnson stated that the Bylaws were good to go even after there is a name change to the organization. Additionally, following conversations with Robert Ryan, Harris Beach, negotiations were continuing with the Department of State with reference to the Certificate of Incorporation.

Motion: Robert Sudlow, seconded by Burton Gulnick, moved to waive the twenty (20) day Notice of Bylaws change.

Vote: The motion was adopted.

Motion: Robert Sudlow, seconded by Burton Gulnick, moved to adopt the Bylaws as presented. A copy of said Bylaws is on file.

Vote: The motion was adopted.

SELECTION OF 2013 AUDITING FIRM

Ms. Holt stated that a RFP was generated and seven proposals were received. The least expensive was Pattison, Koskey, Howe & Bucci, CPAs, P.C. (PKHB). They have four (4) offices; one (1) in Saugerties and three (3) further north. Proposals were also received from O'Connor Davies of New Windsor, Toski & Sedore of Poughkeepsie, Kimball & O'Brien, Kingston, Teal Becker and JGS. She indicated that the order reported was the least expensive to most expensive. JGS was \$19,500. With reference to PKHB, Ms. Holt indicated that they had one office located within Ulster County; she has called the references cited in the proposal and the feedback was positive.

Motion: Burton Gulnick, seconded by Ward Todd, moved to accept the proposal from the lowest bidder, Pattison, Koskey, Howe & Bucci, CPAs, P.C., and appoint them the auditing firm for 2013.

Vote: The motion was adopted.

SELECTION OF MARKETING FIRM

Temporary Chair Kenneth Crannell stated that presentations were made by several of the firms who responded to the RFI. Informal discussions with the applicants were held. It was noted that it was good that a price tag was not associated with the RFI. A good range of available services were presented. It was Temporary Chair Crannell's personal recommendation to go with Focus Media based upon maximizing the work that has been done in the county tourism area by the company. There are successes that can be pointed to. Additionally, he has attended many meetings of the Hudson Valley Economic Development Corporation and has seen Focus Media's work there as well. He did have some concerns. It is important that UCDC is differentiated from other work product seen in the Hudson Valley. The SWOT (Strengths, Weaknesses, Opportunities and Threats) meeting(s) are going to be very important; when these meetings occur there will be opportunity for thorough discussion. Targeting will be key; it isn't as broad based as tourism. Ultimately, Ms. Holt will be the one that will have to work with the company on a day to day basis. Having a presence in the community, having staff members who reside within the community, their relationship with Ellenbogen is also a plus.

Motion: Ward Todd, seconded by Robert Sudlow, moved to select Focus Media as the marketing consultant for the corporation.

Vote: The motion was adopted.

Ms. Holt will attempt to schedule the SWOT meeting for the next meeting of the Board of Directors.

Temporary Chair Crannell stated that there are many ideas. He was really focused on the fact that we are the only county in the Hudson Valley that does not have the MTA payroll tax and all the other various costs and fees associated with that. This is a real benefit; the sales tax and car registration fees are less because of it. Businesses that are locating in Dutchess or Orange counties may not realize that; by traveling a little bit further they have all the benefits and they can save on their taxes. In addition, there are a tremendous number of second home owners in the County, who have significant business interests elsewhere. Because of the digital age, this may be a group to target. Name branding will also be important.

Ms. Holt will follow with letters to those companies that have responded to the Audit RFP and the Marketing RFI.

Old Business

None.

New Business

It was noted for the record that the Ulster County Legislature will no longer post or give public notice of the meeting of the Board of Directors. Staff will post the meeting on the UCDC website, notify the official newspapers and post a meeting notice on the bulletin board located within the county office building.

Adjournment

Motion: Burton Gulnick, seconded by Robert Sudlow, moved to adjourn the meeting.

Vote: The motion was adopted.

The meeting was adjourned at 4:30 p.m.

Respectfully submitted,
Ward Todd, Secretary